

THE
**FUTURE
OF
AMERICA'S
NATIONAL
PARKS**

First Annual
Centennial Strategy for

George Washington Memorial Parkway

August 2007

CENTENNIAL INITIATIVE



Site: GWMP

Year: 2007

Vision Statement

The George Washington Memorial Parkway preserves the scenic beauty, historic scenes, and the natural setting that stretches along the Maryland and Virginia shorelines of the Potomac River. The Parkway connects the Mount Vernon Estate, where Washington lived, to the nation's capital, which he founded, and extends to the Great Falls of the Potomac, where the President demonstrated his skill as an engineer. It passes through the same lands George Washington frequently traveled by horse.

Developed as a memorial to George Washington, the Parkway is a scenic route offering respite from the urban pressures of metropolitan Washington. It also protects the Potomac River shoreline and watershed, and links a group of parks that provide a variety of experiences to millions of visitors each year.

CENTENNIAL ACTION STRATEGIES

The following outcomes are reflective of some of the Centennial action strategies that will be pursued by the George Washington Memorial Parkway and its partners. They include:

- * Promote opportunities for diverse audiences to learn about and experience their national heritage.
- * Enhance the visitor experience while ensuring a safe and enjoyable time while on roadways, parks, and trails.
- * Through partnerships with the Chesapeake and Ohio Canal National Historical Park, American Recreation Coalition, and the National Tour Association, utilize current electronic technology to create a series of twelve to fifteen (12-15) bilingual (English/Spanish) pod casts focusing on park sites and themes.
- * Share breaking research developments and pursue initiatives involving the heroic actions of the American military during World War II at Fort Hunt Park.
- * Complete the General Management Plan for Great Falls Park - the first comprehensive plan prepared for the park. The plan will specify resource conditions and visitor experiences to be achieved by the park over the next 10 - 15 years.
- * Increase efforts, training, and outcomes related to the Bridging the Watershed Centennial Project. Ensure that diverse audiences are actively engaged and involved in the program.

The George Washington Memorial Parkway and its partners embrace the opportunity to celebrate our agency's Centennial and its own history (75th Anniversary of the Mount Vernon Memorial Highway) as well as the Parkway's contributions to our nation's history.

Park/ Superintendent/ Program Manager

David Vela/Jon G. James

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STEWARDSHIP

☒ Provide inspiring, safe, and accessible places for people to enjoy - the standard to which all other park systems aspire.

☒ Other Park/ Program performance goal(s)

The Mount Vernon Trail is a paved, multiuse, recreational trail managed by the George Washington Memorial Parkway. The Mount Vernon Trail begins upriver from the Mount Vernon Estate in Virginia and travels through a small portion of the District of Columbia to its terminus at the Theodore Roosevelt Island parking area. As one of the most heaviest used trails in the National Park System, it is experiencing an increase in accidents and conflicts with hikers, runners, and bicyclists.

The Parkway has taken a very proactive stance in working with recreational partners in obtaining a better handle on the type, frequency, and volume of trail use by establishing a safety task force with four distinct committees to work on solutions to specific issues and problems. Information obtained from these park/partner committees will enable the Parkway to consider potential design, enforcement, and other management interests.

☒ The work described currently is supported by OFS and/ or PMIS

Site: GWMP

STEWARDSHIP

☒ Improve the condition of park resources and assets.

☒ Rehabilitate high-priority historic buildings to good condition, and help communities to preserve their history through programs like Preserve America.

Complete the General Management Plan for Great Falls Park - the first comprehensive plan prepared for the park. The plan will specify resource conditions and visitor experiences to be achieved by the park over the next 10-15 years. Great Falls Park is administered by the George Washington Memorial Parkway.

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STEWARDSHIP

☒ **Assure that no compelling chapter in the American heritage experience remains untold and that strategically important landscapes are acquired, as authorized by Congress.**

☒ **Other Park/ Program performance goal(s)**

The George Washington Memorial Parkway will share breaking research developments and pursue initiatives involving the heroic actions of the American military during World War II at Fort Hunt Park. The United States fought World War II on both home and foreign soil. Starting in 1942, the military utilized Fort Hunt exclusively for one of two Joint Interrogation Centers (JICs) in the nation, where both Army and Navy personnel could question prisoners of war (POWs) captured from U-Boats or German submarines. A total of 3,451 POWs stayed at Fort Hunt from 1942-45, with the average visit lasting twenty-nine (29) days at the beginning of the war, and less than a week toward the end of the war.

The Parkway will develop interpretive and educational programs, enhance the cultural landscape, adaptively re-use the only WWII era structure as a visitor contact station, and further interviews with former interrogators.

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ENVIRONMENT

☒ **Engage partners, communities, and visitors in shared environmental stewardship.**

☒ **Other Park/ Program performance goal(s)**

The George Washington Memorial Parkway will increase efforts, training, and outcomes related to the Bridging the Watershed Centennial Project - a partnership endeavor. The Parkway will ensure that diverse audiences are actively engaged and involved in the program.

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Site: GWMP

EDUCATION

☒ Introduce young people and their families to national parks by using exciting media and technology.

☒ Increase the number of web hits through the introduction of advanced, interactive features that attract young people to national parks.

The George Washington Memorial Parkway, Chesapeake and Ohio Canal National Historical Park, American Recreation Coalition, and the National Tour Association are utilizing current electronic technology to create a series of twelve to fifteen (12-15) bilingual (English/Spanish) podcasts focusing on park sites and themes for their respective National Park Service units.

The Centennial Initiative will assist with the translation of podcast materials into various other languages, expand the number of park sites or special subject matter, purchase needed technology, and obtain related training in order to develop podcasts at both parks.

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Site: GWMP

EDUCATION

☒ Impart to every American a sense of their citizen ownership of their national parks.

☒ Increase visitors' satisfaction, understanding, and appreciation of the parks they visit.

The George Washington Memorial Parkway will promote opportunities for diverse audiences to learn about and experience their national heritage. This will involve partnership endeavors with diverse organizations designed to have youth experience Parkway sites and resources, course curriculum, special events, etc.

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